

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

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For: **SYSTEM AND METHOD FOR
ELECTRONIC COMMERCE**

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) Examiner: Lindsay M. Maguire
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AMENDMENT AND RESPONSE TO OFFICE ACTION

AND

REQUEST FOR EXTENSION OF TIME

Sir:

The following are amendments to the claims.

1. (Currently Amended) A method comprising:
 - receiving product data for a plurality of products;—, said product data including a sale start time, a sale duration time and an initial quantity; _____
 - receiving sales data for each of the products;
 - calculating a sales trend condition for each of the products based on a current time, the sales data for each of the products, and the product data for each of the products, wherein the calculating is based on a plurality of rules, wherein the rules take into consideration a real sales velocity and a set sales velocity for each of the products, and the real sales velocity is determined by dividing for each of said plurality of products, a quantity sold by an elapsed time since said sale start time, and the set sales velocity is determined by dividing for each of said products the initial quantity by the sale duration time;
 - receiving a customer request to view the products; and
 - presenting a web page including a predetermined portion of the product data and a sales trend indicator representing the sales trend condition for each of the products.
2. (Cancelled)
3. (Cancelled)
4. (Cancelled)
5. (Original) The method of claim 1 wherein the sales trend status indicator is one of a plurality of graphic images, each graphic image representing the sales trend condition.
6. (Original) The method of claim 1 wherein the sales trend condition is one of a set of system defined conditions.
7. (Original) The method of claim 6 wherein the set of system defined conditions comprises:

a first condition in which an offered quantity of a product will expire in a first time period that is less than 51 percent of a sale duration period;

a second condition in which the offered quantity of the product will expire during a second time period that is between 51 and 60 percent of the sale duration period;

a third condition in which the offered quantity of the product will expire during a third time period that is between 61 and 80 percent of the sale duration period;

a fourth condition in which the offered quantity of the product will expire during a fourth time period that is between 81 and 99 percent of the sale duration period;

a fifth condition in which the offered quantity is available;

a sixth condition in which the offered quantity has expired or the sale duration period has expired.

8. (Currently Amended) The method of claim 1 wherein the product data further comprises ~~at least~~ a product name, a product description, a product photo, ~~a start time, a sale time duration, and a total quantity.~~

9. (Original) The method of claim 1 wherein presenting the web page further comprises: displaying at least a product name, a quantity available, a quantity remaining, a sale duration, a time remaining, and a product photo for each of the products.

10. (Cancelled)

11. (Cancelled)

12. (Cancelled)

13. (Currently Amended) A method comprising:
receiving product data for a plurality of products;
receiving a customer request to view available products;
presenting a web page displaying a predetermined portion of the product data for a plurality of available products and a sales trend ~~status~~ indicator for each of the available

products-, wherein the sales trend indicator represents a sales trend condition;

wherein the sales trend condition for each of said products is one of a set of system defined conditions;

wherein the set of system defined conditions comprises;

a first condition in which an offered quantity of a product will expire with less than 51 percent of a sale duration period remaining;

a second condition in which the offered quantity of the product will expire with between 51 and 60 percent of the sale duration period remaining;

a third condition in which the offered quantity of the product will expire with between 61 and 80 percent of the sale duration period remaining; and

a fourth condition in which the offered quantity of the product will expire with between 81 and 99 percent of the sale duration period.

14. (Original) The method of claim 13 wherein the sales trend status indicator represents how quickly each of the available products is selling.

15. (Original) The method of claim 14 wherein the sales trend status indicator is one of a plurality of graphic images, each graphic image representing one of a plurality of sales trend conditions.

16. (Cancelled)

17. (Cancelled)

18. (Currently Amended) The method of claim ~~16~~¹³ wherein the ~~set of system defined conditions~~product data comprises: ~~at least a first condition in which an offered quantity of~~at least a first condition in which an offered quantity of~~product name, a product will expire with that is less than 51 percent of~~product name, a product will expire with that is less than 51 percent of~~description, a product photo, a sale start time, a sale time duration period remaining; a second condition in which the offered quantity of the product will expire with between 40 and 59 percent of the sale duration period remaining; a third condition in which the offered quantity of the product will expire with between an initial quantity.~~description, a product photo, a sale start time, a sale time duration period remaining; a second condition in which the offered quantity of the product will expire with between 40 and 59 percent of the sale duration period remaining; a third condition in which the offered quantity of the product will expire with between an initial quantity.

19. (Original) The method of claim 13 wherein the presenting further comprises: displaying at least a product name, a quantity available, a quantity remaining, a sale time duration, a sale time remaining, and a product photo.
20. (Currently Amended) The method of claim 13 wherein the presenting further comprises; calculating a sales trend condition for each of the ~~available bargain countdown~~ products.
21. (Original) The method of claim 20 wherein the calculating is based on a plurality of rules.
22. (Original) The method of claim 21 wherein the rules take into consideration a real sales velocity and a set sales velocity for each of the available products.
23. (Currently Amended) A method comprising;
presenting product data for a plurality of available products;
receiving a customer purchase request for a selected ~~product of one of the products~~;
updating a real sales velocity for the selected product responsive to said receiving;
updating a current quantity and an actual quantity based on at least one of ~~the a~~ real sales velocity and a set sales velocity for the selected product;
applying a plurality of rules regarding the selected product to determine a product status;
~~receiving a request to view~~
~~presenting updated product data for said available products; and presenting product data for available products, including a predetermined portion of the,~~ the updated product data;
including the current quantity for the selected product and the product status for the selected product; wherein:
the real sales velocity is determined by dividing a number sold of the selected product by an elapsed time since a sale start time, and the set sales velocity is determined by dividing an initial quantity of the selected product by a sale duration time set for the selected product.
24. (Cancelled)

25. (Original) The method of claim 23 further comprising:
decrementing the current quantity based on the set velocity; and
decrementing the current quantity and the actual quantity based on the real velocity.
26. (Currently Amended) A system comprising:
~~a computing device coupled to a wide area network;~~
a server computer coupled to ~~the~~a wide area network having instructions stored thereon
which when executed cause the server to perform operations comprising:
 receiving product data for a plurality of products, said product data including a
sale start time, a sale duration time and an initial quantity;
 receiving sales data for each of the products;
 calculating a sales trend condition for each of the products based on a current
time, the sales data for each of the products, and the product data for each of the products;
 receiving a customer request to view the products, the customer request issued by
a customer via ~~the~~a computing device coupled to the wide area network; and
 presenting a web page over the wide area network to the customer at the
computing device, the web page including a predetermined portion of the product data and a
sales trend indicator representing the sales trend condition for each of the products-;
 wherein the sales trend condition for each of the products is calculated based on a current
time, the sales data for each of the products, and the product data for each of the products,
wherein the calculating is based on a plurality of rules, wherein the rules take into consideration
a real sales velocity and a set sales velocity for each of the products, and the real sales velocity is
determined by dividing for each of said plurality of products, a quantity sold by an elapsed time
since said sale start time, and the set sales velocity is determined by dividing for each of said
products the initial quantity by the sale duration time.
27. (Cancelled)
28. (Cancelled)

29. (Original) The method of claim 26 wherein the sales trend status indicator is one of a plurality of graphic images, each graphic image representing the sales trend condition.

30. (Original) The method of claim 26 wherein the sales trend condition is one of a set of system defined conditions comprising:

- a first condition in which an offered quantity of a product will expire in a first time period that is less than 51 percent of a sale duration period;

- a second condition in which the offered quantity of the product will expire during a second time period that is between 51 and 60 percent of the sale duration period;

- a third condition in which the offered quantity of the product will expire during a third time period that is between 61 and 80 percent of the sale duration period;

- a fourth condition in which the offered quantity of the product will expire during a fourth time period that is between 81 and 99 percent of the sale duration period.